PROBLEM INTERVIEW

Date: _____

Contact Information

Name: _____

Email: _____

Demographics

Number of kids: _____   Ages: _____

Shares photos online: _____   Shares videos online: _____

How often? _____   With whom? _____

Problem 1: Sharing lots of photos and videos is time-consuming.

   Priority ranking: _____   Pain level: _____

How problem is addressed today? _____

_____

Problem 2: There is a lot of external demand for this content.

   Priority ranking: _____   Pain level: _____

How problem is addressed today? _____

_____

Problem 3: I don't have enough free time for photo/video sharing.

   Priority ranking: _____   Pain level: _____

How problem is addressed today? _____

_____

Notes: _____

Referrals: _____